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9/29/58

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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1958

18th YEAR · A WEEKLY PUBLICATION

january

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january – 1959

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february – 1959

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march – 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING SATURDAY, SEPTEMBER 27, 1958		
Thursday Sept. 25 10:30 A.M.	OPENING: HOLIDAY, RESORT AND EARLY SPRING FASHIONS	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Fashions designed by Frank Adams. Thereafter Sept. 26 and 30 at 10:30 A.M. By appointment. Contact: Muriel Morris, LA. 4-7690.		
Thursday Sept. 25 10:30 A.M.	SHOWING OF RESORT COLLECTION	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FL.
	Herbert Sondheim's Resort collection Sept. 25, 29, 30 at 10:30 A.M. By reservation. Contact: LA. 4-7540.		
Thursday Sept. 25 11:30 A.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FL.
	Designed by Belle and Will Saunders. By invitation. Trade showings, Sept. 29, 30, Oct. 1 and 2 at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Thursday Sept. 25 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS	RITTER BROTHERS	HOTEL PLAZA BALLROOM
	Ritter Brothers will present a private showing for the press of furs designed by Leo Ritter. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.		
Thursday Sept. 25 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Branell's Fall fashions, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL.9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Sept. 25 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION	A. GOODMAN & CO.	530 SEVENTH AVENUE SHOWROOM - 17TH FL.
	Jerry Parnis' Holiday and Resort collection for A. Goodman will be presented at 2:30 P.M. Continuous thereafter. Contact: WI. 7-4077.		
Thursday Sept. 25 3:30 P.M. Cocktails	PREVIEW: NEW DYE PROCESS	ARNOLD, HOFFMAN & CO. (PROVIDENCE, R.I.)	HOTEL ROOSEVELT MADISON ROOM
	Arnold, Hoffman & Co., a subsidiary of Imperial Chemical Industries, Ltd., London, will preview color effects attained with their new fiber-reactive dyes--"Procion." By invitation only, to press, designers and stylists. Contact: Frances Van Hall, MU. 2-3326.		
Thursday Sept. 25 4:00 P.M. Cocktails	PRESS PREVIEW: MILLINERY AND CUSTOM GOWNS	CESAR RUBIO; & JULIETTE	44 EAST 50TH STREET SALON
	Cesar Rubio and Juliette will preview "La Petite Collection" of millinery and custom-made gowns to press and customers. By invitation. Contact: PL. 5-5860. Publicity: Peggy Cantor Assoc., MU. 9-8542.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 25 4:00 P.M.	PREVIEW: HOLIDAY AND RESORT PETITE FASHIONS	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FL.
	Designed by Loet van der Veen. By invitation. Trade showings, Sept. 29, 30, Oct. 1 and 2 at 4:00 P.M. Publicity: Betty Yarmon, LO. 4-9194.		
Thursday Sept. 25 5:00 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT COLLECTION	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Ceil Chapman will present her Holiday and Resort collection to the press. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.		
Beginning Thursday Sept. 25	OPENING OF HOLIDAY AND RESORT COLLECTION	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Opening of Holiday and Resort dress collection. Continuous thereafter. Contact: Gerry Duncan, CH. 4-3488.		
Beginning Thursday Sept. 25	INFORMAL SHOWINGS OF RESORT COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FL.
	Jane Derby's Resort collection at informal showings. By appointment. Contact: LA. 4-9350.		
Friday Sept. 26 12:00 Noon Luncheon	"THE AMERICAN LOOK IN GLASS"	NAT'L HOME FASHIONS LEAGUE (762 LEXINGTON)	HOTEL ROOSEVELT GRAND BALLROOM
	News in glass for the table, kitchen, decorative accessories and fabrics. Price: $6.50 (members); $7.50 (guests). Contact: Josephine Brush, TE. 8-5133.		
Sunday Sept. 28 1:00 P.M. Brunch	FUR FASHIONS AT SUNDAY BRUNCH	CAPUCCI OF ROME FOR DAVID; CARITA	HAMPSHIRE HOUSE FOUNTAIN ROOM
	"Pink Champagne and Roses"--fur fashions by Capucci. Hair Styles: Carita. Reservations--$3.75; contact: Mr. Gilbert, CI. 6-7700. Publicity: Capucci and Carita--Ruth Hammer Assoc., EL. 5-7872. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.		

WEEK BEGINNING MONDAY, SEPTEMBER 29, 1958

Monday Sept. 29 10:30 A.M. Coffee	PRESS PREVIEW OF NEW SIZE RANGE	LANE BRYANT	10TH FLOOR
	Lane Bryant will preview a new size range--"Minums"--to the press. By invitation. Publicity: Paula Miller, LE. 2-0200.		
Monday Sept. 29 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	TRIGERE, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
	Trigere's Fall collection during luncheon, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 29 2:30 P.M.	PREVIEW OF RESORT SHIRTS AND SEPARATES	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	Haymaker will preview their Resort shirts and separates designed by Ricci. By invitation. Publicity: Terry Mayer, BR. 9-6560.		
Monday Sept. 29 4:00 P.M. Cocktails	PREVIEW: HOLIDAY AND RESORT LEATHER COLLECTION	SAMUEL ROBERT, INC. (1407 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE
	Preview for press of Holiday and Resort leather sportswear and ensembles. For press and buyers. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT & SPRING COLLECTION	JOHN WEITZ OF PRINTZESS SQUARE	HAMPSHIRE HOUSE COTTAGE
	John Weitz will present "American Potpourri" for Resort and Cruise wear, a boutique collection of American casual clothes. By invitation. Contact: Miss Arlene, LO. 3-4920.		
Tuesday Sept. 30 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.		
Tuesday Sept. 30 12:00 Noon Luncheon	SWIMWEAR FASHIONS AT LUNCHEON SHOWING	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
	Preview of the Rose Marie Reid 1959 swimsuit collection to press and buyers. By invitation. Publ.: Virginia Dickson at Rose Marie Reid, PE. 6-6275.		
Tuesday Sept. 30 2:30 P.M.	PREVIEW: SUIT COLLECTION DESIGNED BY STEFAN	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Preview of Holiday and early Spring collection designed by Stefan. By invitation. Continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.		
Tuesday Sept. 30 3:45 P.M. East 42 St. Terminal	PRESS TRIP TO MONTREAL: INTRODUCING "TRAPÈZE"	PARFUMS DE CORDAY	RITZ CARLTON HOTEL MONTREAL, CANADA
	Parfums de Corday will introduce their newest perfume, "Trapèze", during a gala fete at the Ritz Carlton Hotel in Montreal, Canada. Corday's flagship "The Flying Trapeze" will leave Idlewild Airport at 5:00 P.M. and return to New York at 12:00 Midnight. (Note Change Of Date And Time). By invitation. Publicity: Constance Hope, PL. 7-0515.		
Tuesday Sept. 30 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
	Subject: "In The Branches Of Accessories". Moderator: Esther Lyman, "Harper's Bazaar". Panel: David Evins, Evins Inc.; Janet Sloane, Madcaps Co.; Elizabeth Strauss, Morris Moskowitz Corp.; Roger Van Schoyek, Roger Van S. Each session: $2.50 (except Nov. 25, $3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.		
Wednesday Oct. 1 9:00 A.M. Coffee	PREVIEW: HOLIDAY & RESORT FUR-TRIMMED COLLECTION	LEITMAN FURS, INC. (HOUSE OF JULES)	130 WEST 30TH STREET SHOWROOM
	Preview of Holiday and Resort collection of fur-trimmed coordinates and boutique fashions. By invitation. Publ.: Peggy Cantor Assoc., MU. 9-8542.		
Wednesday Oct. 1 12:00 Noon Cocktails-Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
	Presentation of 16 awards from 4 countries for diamond jewelry design, chosen from sketches submitted anonymously to committee: Mrs. Gary Cooper, Mrs. George C. McGhee, Mrs. Perle Mesta, Mrs. Walter Paepcke, Miss Eugenia Sheppard. Cocktails, 12:00 Noon, Empire Room; Luncheon, 12:30 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.		
Wednesday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
	Vera Maxwell will present her Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Vera Maxwell contact: Virginia Dickson, LO. 3-4358.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 1 2:30 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS	BOB BUGNAND, INC. (117½ E. 62ND STREET)	ST. REGIS HOTEL LOUIS XVI SUITE
	Bob Bugnand will present his first New York showing of custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. By invitation. Publicity: Samuel Lurie, 400 East 59th St., PL. 5-6756.		
Wednesday Oct. 1 3:30 P.M. Cocktails	PREVIEW OF RESORT AND SUMMER SWIMSUITS	ROXANNE SWIM SUIT CO.	SAVOY-HILTON HOTEL SAVOY ROOM
	Preview of 1959 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th St., MU. 2-7025.		
Wednesday Oct. 1 4:00 P.M.	PREVIEW: CARVEN READY-TO-WEAR COLLECTION	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
	Copies of Carven-designed Paris fashions for juniors, exclusive with "Miss Bergdorf". By invitation. Publicity: Florence Neff, PL. 3-7300.		
Wednesday Oct. 1 4:30 P.M. Cocktails	PREVIEW OF FASHIONS IN NEW FABRICS	A.P. SILK CO., INC. (1412 BROADWAY)	OPERA LUNCHEON CLUB MET. OPERA HOUSE
	"Solos In Silk"--showing of A.P. Silk's new fabrics in fashions by leading designers. Showing at 5:00 P.M. For press and buying offices, by invitation. Beginning Mon., Sept. 29 - Oct. 3, "Fourth Annual Cherry Blossom Festival"--showing of silk fabrics to the trade at showroom, 1412 Broadway. Contact: Countess Denise Dolfin, LO. 4-3335. Publ.: Ken Williams, JU.6-8217.		
Wednesday Oct. 1 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Sixteenth annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of fashion editors. Presentation and fashion show at 9:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Oct. 2 8:45 A.M. Breakfast	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS	ROBBY LEN FASHIONS (1410 BROADWAY)	WALDORF-ASTORIA LOUIS XVI SUITE
	Robby Len will present their Cruise and Summer swimsuit collection. Showing at 9:30 A.M. By invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., PL. 1-6630.		
Thursday Oct. 2 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING DRESSES	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
	Preview for press and resident buyers. By invitation. Trade 10:30 A.M., Monday through Thursday. Publicity: Terry Mayer, BR. 9-6560.		
Thursday Oct. 2 2:30 P.M.	OPENING OF RESORT COLLECTION	CLARE POTTER	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Showings Oct. 2, 3, 7, 8 and 9. By appointment. Contact: CH. 4-2659.		
Thursday Oct. 2; Oct. 3 2:30 P.M.	SHOWING OF RESORT COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FL.
	Resort collection at new showroom, Oct. 2 and 3. By invitation. Publicity: Dorothy Smith, LO. 4-9220.		
Thursday Oct. 2 3:30 P.M.	PRESS PREVIEW: RESORT SWIMSUIT COLLECTIONS	FLEXEES, INC.; CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of Resort swimsuit collections. By invitation. Publ.: Caltex--Betty Satyn; Flexees--Wynne McGovern, MU. 9-2100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 6	PREVIEW: HOLIDAY, FALL & "AT HOME" SHOE FASHIONS	DELMAN, INC.	754 FIFTH AVENUE SALON
9:30 A.M.- 10:30 A.M. Coffee	Press preview of Delman's new "At Home" shoe collection at an informal presentation; also Holiday and Fall shoes. By invitation. Contact: Bud Calisch, JU. 2-9090.		
Monday Oct. 6	PREVIEW OF SPRING AND SUMMER COLLECTION	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
4:00 P.M. Cocktails	Preview of Fontana's Spring and Summer collection. Micole Fontana will be present, introducing designer Goiai. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING SUIT COLLECTION	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Continuous showings. Publicity: Terry Mayer, BR. 9-6560.		
Beginning Monday Oct. 6	OPENING: RESORT AND SPRING COLLECTION	OWEN-MORGAN, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Continuous daily showings of Resort and Spring sportswear collection designed by Toni Owen. Contact: Jeanne Hess, LO. 4-4585.		
Beginning Monday Oct. 6	OPENING OF CRUISE COLLECTION	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Showing of casual dresses and separates collection. Daily thereafter at 2:30 P.M. with the exception of Friday. Contact: Joseph Sussman, WI. 7-0132.		
Tuesday Oct. 7	PREVIEW: "MEDITERRANEAN SUNLANE VOYAGERS"	COHAMA; & CELANESE CORP. OF AMERICA	500 CLUB-15TH FLOOR 500 SEVENTH AVENUE
8:00 A.M. Breakfast	A showing of Cruise-wear in Cohama fabrics of Celanese Arnel tri-acetate. Presented in cooperation with American Export Lines. Showing at 8:30 A.M. By invitation. Contact: Dorothy Wallace, MU. 9-6000.		
Tuesday Oct. 6	1959 CRUISE & SPRING SWIMSUITS & SUNCLOTHES	JANTZEN, INC. (261 MADISON AVENUE)	PAN-AMER. HANGER #14 IDLEWILD AIRPORT
10:00 A.M. Breakfast	Jantzen will present their 1959 Cruise-Spring swimsuit and sunclothes collections, inspired by the Jet Age, inaugurated by Pan American's Jet Clippers. By invitation to press and buyers. Contact: Lillian Zmania, OX. 7-0811.		
Tuesday Oct. 7	OPENING: RESORT AND SPRING COLLECTION	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
10:30 A.M.	Showing of Lloyd Weill and Wiley Petites fashions at 10:30 A.M., Oct. 7, 8, 13, 14, 15, 20, 21, 22 and 28. Contact: Eleanor Rose, LO. 5-3041.		
Tuesday Oct. 7	PRESS PREVIEW OF GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
11:30 A.M.	Bergdorf Goodman will preview their collection of gifts and antiques to the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Tuesday Oct. 7	PREVIEW: RESORT AND SPRING COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
12:00 Noon Luncheon	Alison will present their Resort and Spring collection. By invitation. Daily thereafter at 12:00 Noon. Contact: Jean Beck, PE. 6-6983.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 7 12:00 Noon	OPENING: COUTURE RESORT AND SPRING FASHIONS Showing of daytime, cocktail and evening fashions. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Daily at 12:00 Noon.
Tuesday Oct. 7 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection daily at 2:30 P.M. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 7 3:30 P.M. Cocktails	FRENCH IMPORTS AND CUSTOM ORIGINALS Fall and Winter fashions by Pierre Cardin, Jean Desses, Jacques Heim, Lanvin-Castillo, Guy La Roche; also custom originals. By invitation. Publicity: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE (72 EAST 56 STREET)	HOTEL STANHOPE 5TH AVE. & 81ST ST.
Tuesday Oct. 7 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION Preview for press of McMullen's Resort and Spring collection of dresses and coordinates. By invitation. Continuous daily thereafter. Contact: Esther Reifer, OX. 5-4270.	McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday Oct. 8 9:00 A.M. Breakfast	PRESS PREVIEW: RESORT AND CRUISE FASHIONS Greta Plattry will present their Resort and Cruise sportswear collection of beachwear, sportswear and dresses. By invitation. Daily thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
Wednesday Oct. 8 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Else Fritz will present Fall fashions. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Else Fritz contact: PL. 8-0111. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 8 2:30 P.M.	OPENING: RESORT AND SPRING COLLECTION Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG CO.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Oct. 8 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT COLLECTION Preview of the Brigance Resort collection for the press. By invitation. Trade showings at 2:30 P.M., Oct. 9, 14 and 16. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Oct. 8 3:30 P.M.	PRESS PREVIEW OF CRUISE COLLECTION Preview of Cruise collection. By invitation. Thereafter at 10:30 A.M. Contact: LO. 5-7514. Publ.: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Oct. 8 5:00 P.M. Cocktails	PRESS PREVIEW: MISSES AND JUNIOR SWIMWEAR Preview of the Cole of California junior and misses collection of swimwear; also sundress fashions. By invitation. Contact: Sanford Worth, BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 9 9:00 A.M. Breakfast	PREVIEW: CRUISE RAINWEAR COLLECTION	JOHN WEITZ FOR MARCH & MENDL	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	John Weitz will present the "ubiquitous everywear" coat collection--a new look in rainwear. By invitation. Contact: Phyllis Ledett, LA. 4-7942.		
Thursday Oct. 9 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Moving To Easy Street"--Speaker: Edward D. Stone, architect. Commentator: Dorothy Liebes. Committee Co-Chmn: Ruth L. Straus, Elizabeth Burris-Meyer. Prices: $7.50 (members); $8.50 (guests). Contact: CI. 7-3940.		
Friday Oct. 10 11:00 A.M.	OPENING PREVIEW: RESORT AND SPRING COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation and reservation. (Note Change of Date.) Trade showings, Oct. 14, 21, 28 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.		
Tuesday Oct. 14 12:00 Noon	SPRING COLLECTION BY LUIS ESTEVEZ	GRENELIE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview for the press of Resort and Spring fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.		
Tuesday Oct. 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING FASHIONS	WHITE STAG (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
	Resort and Spring '59 fashions at preview for press and resident buying offices. By invitation. Contact: Vera Holton, BR. 9-1972.		
Wednesday Oct. 15 12:00 Noon Luncheon	RIBBON FASHION AWARDS LUNCHEON	RIBBON FASHION ASSOCIATES	HOTEL PLAZA TERRACE ROOM
	Special awards to designers in the dress, millinery, and lingerie fields for skillful use of ribbon in their fashions. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th Street, PL. 5-0868.		
Wednesday Oct. 15 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT AND SPRING COLLECTION	DAN KELLER CO., INC.	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
	Dan Keller will present his Resort and Spring collection of casual dresses and ensembles, designed by Liz Claiborne. By invitation. Thereafter in showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.		
Wednesday Oct. 15 4:30 P.M.-7:30 P.M.	COCKTAIL PARTY FOR BEAUTY EDITORS	DuBARRY-RICHARD HUDNUT	ST. REGIS HOTEL ROOF
	DuBarry-Hudnut will introduce a new fragrance at a cocktail party for beauty editors. By invitation. Publicity: Helen Nash, CI. 6-5814.		
Friday Oct. 17 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Lee Claire will present their Spring collection for press and buyers. By invitation. Thereafter luncheon showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.		
Monday Oct. 20 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Thereafter daily luncheon showings at 12:00 Noon. By appointment. Contact: Jean Roberts, CH. 4-6030.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 20 4:00 P.M. Cocktails	PREVIEW OF AMERICAN DESIGNED FASHIONS	AMERICAN RAYON INSTITUTE	SHERATON-EAST HOTEL BALLROOM
	The American Rayon Institute will salute New York as a "Port of Fashion Authority", highlighting world-inspired American designed fashions for apparel and the home. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Monday Oct. 20 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Preview of Hannah Troy's Spring collection. By invitation. Showings thereafter, Oct. 21, 22, 23, 28, 29, 30. Nov. 4, 5 and 6 at 1:00 P.M. Publicity: Barbara McGinniss, LO. 3-0988.		
Tuesday Oct. 21 10:00 A.M.	OPENING OF SPRING COLLECTION	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	The Adele Simpson Spring collection at 10:00 A. M. on Oct. 21, 22, 23, 28, 29, 30, Nov. 4, 5, 6. By invitation. Contact: Ann Smith, LA. 4-7626.		
Tuesday Oct. 21 11:00 A.M. Buffet	PREVIEW: HOLIDAY, RESORT AND SPRING MILLINERY	MISS MARY	37 WEST 57TH STREET SALON
	Miss Mary will present her Holiday, Resort and advance Spring millinery collection to the press and buyers. By invitation. Publicity: Maud Moody, 240 Madison Ave., LE. 2-5562.		
Tuesday Oct. 21 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay will present their collection of dresses, costumes and suits. By invitation. Daily thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.		
Tuesday Oct. 21 4:00 P.M.- 6:00 P.M. Tea	MILLINERY SHOW: SALUTE TO THE UNITED NATIONS	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
	"International Millinery Day"--a showing of hats by the Millinery Creators of America for benefit of American Association for United Nations. Tickets: $7.50. Contact: EL. 5-3000. Publicity: Mark Foster at Communications Counselors, OX. 7-7330.		
Wednesday Oct. 22 11:30 A.M.	PRESS PREVIEW: SPRING COATS & SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	George Carmel's Spring coat and suit collection at preview for the press. By invitation. Trade showings thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Estelle Schwarz, LA. 4-3310.		
Wednesday Oct. 22 1:15 P.M.	OPENING: SPRING COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan will present her collection of daytime, late day dresses and ensembles. By reservation. Daily thereafter at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.		
Thursday Oct. 23 10:30 A.M.	OPENING OF SPRING COLLECTION	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Edward Abbott's Spring collection designed by Wilson Folmar. Thereafter, Friday, Oct. 24, 27, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Bill Laird, LA. 4-8490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Co-chairmen: Ann Boucher and Vee Rafdal. (More details later). Contact: CI. 7-3940.		
Tuesday Oct. 28 9:30 A.M.	SPRING COAT AND SUIT ORIGINALS	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Preview of the William Devitz coat and suit originals for press and buyers. By invitation. Thereafter at 10:30 A.M. Publ.: Julia Berren, WI. 7-4717.		
Tuesday Oct. 28 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Yves St. Laurent, designer for Christian Dior, will be present at the preview of their New York Spring collection; also at the 2:30 P.M. buyer showing. By invitation. Showings at 2:30 P.M., Oct. 29, 30, Nov. 4, 5, 6. Publicity: Dorothy Smith, LO. 4-9220.		
Tuesday Oct. 28 12:00 Noon	PREVIEW OF SPRING COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Seymour Fox will present his Spring coat and suit collection to the press. (Note Change Of Time). By invitation. Showings thereafter Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday Oct. 28 2:30 P.M.	SHOWING OF RESORT AND SPRING COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner's Resort and Spring collection Oct. 28, 30, Nov. 4, 5, 6, 11, 13 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Wednesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Arthur Jablow will present his Spring collection of coats, suits and ensembles. By reservation. Daily thereafter at 10:30 A.M. Contact: Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.		
Wednesday Oct. 29 4:00 P.M.	PREVIEW: "CHRISTINA" DRESS COLLECTION	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Tina Leser will present her new "Christina" dress collection to the press. (Note Change Of Date.) By invitation. Daily thereafter at 10:30 A.M. Contact: LO. 5-7514. Publicity: Maxwell-Gray, 527 Lex. Ave., PL. 3-5556.		
Thursday Oct. 30 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview of Frank Gallant's coats and suits to the press. By invitation. Trade showings from Tues., Nov. 4 daily except Friday. (Time will be announced.) Contact: Herbert Gallant, LA. 4-7285.		
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM
	Preview of Queen Casuals collection of action sportswear and beach fashions for the press. By invitation. Contact: Miss Muriel, WI. 7-1381. Publ.: Stanley Goodman at Daniel & Charles, 185 Madison Avenue, MU. 6-7288.		

MUSIC...MOVIES...THEATRE

Monday Sept. 29-Oct. 4

FINAL WEEK: THE AMERICAN BALLET THEATRE, MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., Sept. 29: Miss Julie, Sylphides, The Combat, Gala Performance.
Tues., Sept.30: Paean, Fall River Legend, Pas de Deux, Nutcracker,Concerto.
Wed., Oct. 1: Theme and Variations, Pas de Quatre, Pillar of Fire, Fancy Free. Thurs., Oct. 2: Variations For Four, Giselle, (2 Acts), Interplay.
Fri., Oct. 3: Billy The Kid, Pas de Trois, Journey, Gala Performance.
Sat., Oct. 4: Theme and Variations, Miss Julie, Pas de Deux, Concerto.
Publicity: Margaret Carson, TE. 8-2288.

Tuesday Sept. 30

OPENING: "A SWIM IN THE SEA" LYCEUM THEATRE, 149 WEST 45TH STREET
Robert E. Griffith and Harold S. Prince, in association with Shirley Ayers, will present the new Jess Gregg drama involving family problems. Starring: Fay Bainter with Carol Stone, Inga Swenson and Jane Romano. Publicity: Reuben Rabinovitch, LA. 4-1839.

Wednesday Oct. 1

OPENING: "HANDFUL OF FIRE" MOROSCO THEATRE, 217 WEST 45TH STREET
David Susskind and the Playwrights' Company will present a new "love story comedy-drama" by N. Richard Nash. Co-starring Roddy McDowell and James Daly, with Joan Copeland. Sets & Lighting: Jo Mielziner. Costumes: Lucinda Ballard. Director: Robert Lewis. Publ.: Arthur Cantor, CI. 6-6495.

Thursday Oct. 2

OPENING: "A TOUCH OF THE POET" HELEN HAYES THEATRE, 165 W. 46TH ST.
The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Producer: Robert Whitehead. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.

Wednesday Oct. 1

PREMIERE: "THE BIG COUNTRY" (Movie) ASTOR THEATRE, 45TH ST. & BROADWAY
United Artists will present Gregory Peck, Jean Simmons, Carroll Baker, Charlton Heston and Burl Ives starring in the "Technicolor Technirama" movie. Producer and Director: William Wyler. Publicity: Tess Michaels, CI. 5-6000.

Tuesday Oct. 7

PREMIERE: "THE OLD MAN AND THE SEA" (Movie) THE CRITERION, B'WAY & 45TH
Warner Bros. will present Ernest Hemingway's prize-winning novel, starring Spencer Tracy with Felipe Pazon. Director: John Sturges. Producer: Leland Hayward. Publicity: Eve Siegel, CI. 6-1000.

Wednesday Oct. 8

OPENING: "DRINK TO ME ONLY" ADELPHI THEATRE, 152 WEST 54TH STREET
George Ross, in association with John Robert Lloyd, will present the new comedy by Abram S. Ginnes and Ira Wallach, starring Tom Poston. Director: George Abbott. Sets and Lighting: John Robert Lloyd. Costumes: Julia Sze. Publicity: Madi Blitzstein, BR. 9-5906.

Saturday Oct. 11

OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.
Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Barry Sullivan and Elaine Stritch, with Russell Nype and Pat Stanley. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.

Tuesday Oct. 14

OPENING: "THE WORLD OF SUZY WONG" BROADHURST THEATRE, 235 WEST 44TH ST.
David Merrick and Mansfield Productions, Inc. will present the drama by Paul Osborn, based on Richard Mason's novel. Director: Joshua Logan. Sets: Jo Mielziner. Costumes: Dorothy Jeakins. Publ.: Frank Goodman, BR.9-4985.